

Save the date!
May 17-19



Third Annual Utah Tourism Conference

Sponsored by: Utah Tourism Industry Coalition & Utah Office of Tourism
May 17-19, 2006
Ogden Marriott, Ogden, Utah

The 2006 Utah Tourism Conference will feature stimulating keynote speakers, multiple workshops focusing on industry needs, industry meetings (Utah Hotel & Lodging Association, Utah Tourism Industry Coalition Annual Meeting, Utah Office of Tourism Board meeting), exhibit booths; all designed to help private and public sector tourism organizations to expand tourism's economic impact in Utah.

This is THE conference for:

Tourism professionals with private companies:

hotel/motel/bed and breakfast inns, ski resorts, restaurateurs,
guides/outfitters, transportation (airlines, bus companies/car
rental/shuttles), destination management companies, tour operators

Tourism professionals with Destination Marketing Organizations:

Convention & Visitor Bureaus, County Travel Councils, Visitor
Information Centers

Public Land Management Agency:

Superintendents, Managers, Visitor Services Specialists, Public
Information Officers

Community Leaders/Elected Officials

Tourism Entrepreneurs

Attend this conference to:

Collaborate and network with industry colleagues
Discover new opportunities
Learn about programs available in the Utah Office of Tourism
Fine tune and coordinate your organization's strategies with
county/regional/state partners

Conference registration materials in February on the web at: www.utahtourism.org or
www.travel.utah.gov

Preliminary Agenda

Wednesday, May 17

| | |
|------------------|--|
| 9:00 am– 1:00 pm | Fam Tours/activities organized by Ogden-Weber Convention & Visitors Bureau |
| 1-5 pm | Exhibitor move-in |
| 2-4 pm | UTIC membership Meeting |
| 4-6 pm | UOT Board Meeting |

Thursday, May 18

| | |
|-----------------|--------------------------|
| 8 am | Registration* |
| 9-10 am | Opening General Session* |
| 10-10:30 am | Break* |
| 10:30 am – noon | Workshops |
| 12:00 – 1:30 pm | Lunch* |
| 2-3:30 | Workshops |

| | |
|------------|--|
| 3:30 -4:00 | Break* |
| 4:00- 5:30 | Workshops |
| 6-8 pm | Reception hosted by Ogden-Weber Convention & Visitors Bureau |

Friday, May 19

| | |
|-----------------|--|
| 7:30 – 8:45 am | Continental Breakfast* |
| 9:00 - 10:00 am | General Session with Keynote Speaker* |
| 10:00 – 10:15 | break* |
| 10:15 – 12:00 | UOT update* |
| 12:00 – 2:00 pm | Closing Luncheon with Governor Huntsman* |
| 2:30 – 5:00 pm | Exhibitor move-out |

Fees:

Individual registration: \$125, 2 or more representatives from the same company, \$75 per person.
In February 2006, register on line: www.utahtourism.org

Accommodations:

The Ogden Marriott has extended a special conference rate of \$79.00 single or double. Please call the property directly (888-825-3163) and ask for the Utah Tourism Conference rate.

Exhibits:

Exhibit space will be made available, outlining the perimeter of the ballroom. Note the asterisks in the program for times when exhibits will be available/open. Contact Nan Anderson (435-425-3997, info@utahtourism.org) for fees, etc.